

# Five ways VoC powers an optimized online experience



1.

## Empowered customers become part of process



**Find out what your customers really think** — A Digital Comment Card is the perfect VoC tool because it empowers your customers to speak to you completely on their terms.

Armed with this information, you can understand exactly the action you need to take to drive improved digital performance.



2.

## Immediate improvements rectify initial concerns



Giving your customers a voice in this way means they help you identify key issues as they arise. Real-time notifications and alerts enable you to react to and correct problems instantaneously and in-the-moment.

3.

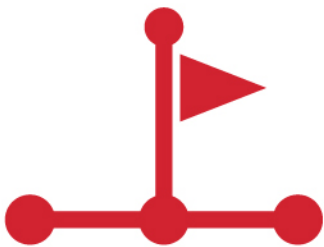
## Deeper insights = deeper impact

Gain a more detailed understanding of trends over time to inform long-term strategies. Integrate your VoC data with other solutions - such as session replay, CRM and more - to capture even deeper insights.



4.

## Benchmark against competitors



Stay ahead of your competition by benchmarking against industry peers. Pinpoint where improvements are necessary and discover where you're exceeding customer expectations with real-time comparisons of how specific website pages and functions measure up.

5.

## Consistent improvement

Develop processes to ensure you habitually act on your Voice of Customer to ensure you fully optimize and constantly improve your website - reducing bounce rates, maximizing traffic and improving satisfaction.



Learn more in OpinionLab's *Listen Before You Launch: How to leverage your VoC for an optimal online experience*



Download the full guide  
[opinionlab.com](https://opinionlab.com)